

### Supply Firm Has Largest Sign

The Western Auto Supply Company's sign at Twenty-fourth and Broadway, which will also house the main Oakland store, will be sur-

mounted with the largest electric sign in Alameda county. This sign, which is being installed by the National Electric Sign Company of Oakland, will be 74 feet long by 45 feet high. The lighting of the sign that will carry the name of Western Auto to all of Alameda county will require the use of more than 2000 ten watt electric light bulbs of various colors, and when it is lighted no bay city's motorist need guess at the location of the Western Auto Supply Company.

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### Pioneer Ford to Be Seen at Show

Those of you who are a touch out of seeing what our uncles and aunts used to call automobiles will have ample opportunity to indulge

in the merriment at the Western Auto company at Twenty-fourth and Broadway on Tuesday. Automobiles, past and present, will be on display and in comparison with the latest models, early types of Buick, Hupmobile, and other cars, built in the days when "Silver Threads Among the Gold" and the "Good Old Summer

Time" were a pair of the latest soug hits, will give you some idea of the growth of the automobile industry in recent years and the improvements that have been provided for the comfort of present day motorists.

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# You are Invited to the BIG EVENT June 23<sup>rd</sup> 10 AM to 11 PM WESTERN AUTO SUPPLY COMPANY'S New Building will be Formally Opened

### For Your Enjoyment

**A**N elaborate program has been prepared for the entertainment of the public who have made possible one of the largest automotive buildings in the world.

#### Music and Entertainment

A popular orchestra will play all day; special vaudeville performances at 11:00 a. m., 2:00 p. m., 4:00 p. m., 6:00 p. m., 8:00 p. m. and 10:00 p. m.

#### Souvenirs

Ten thousand key cases, as illustrated at the bottom of this page, will be distributed free to all adults on opening day, June 23rd.

#### For the Children

Four hundred "Saving Sam" banks, made of plaster paris and finished in gold bronze, will be given to children accompanied by adults, between 4:00 and 6:00 p. m. on opening day.

#### Refreshments

Cool, refreshing, fruit punch and wafers will be served all day.

#### Camp Goods and Portable Radio Show

A Display designed to demonstrate how you can enjoy to full advantage the wonders of the outdoors. "Outdoor" Franklin, Pilot of the "Western Auto" Scout Car, will be on hand to answer questions. He will distribute, free of charge, road maps and his latest booklet "Tips on Camping". Practical demonstrations of Camping Equipment will be held.

#### Review of Automobiles: Past and Present

See how the old "one lungers" compare with the cars of today. This display will take you back to the day when a "gasoline buggy" caused excitement among people and scared the horses. You are sure to enjoy this exhibition.

#### Speaking by Prominent Men

In the evening, you will be addressed by well-known men of Oakland.

#### No Goods to be Sold

This opening day has been set aside to celebrate and meet our friends. Our big Celebration Sale starts Wednesday morning.



Corner 24th and Broadway  
Conveniently Located—  
Plenty of Parking Facilities

This entire building is owned and used by the Western Auto Supply Company for their new Oakland main store and Northern California warehouse

### Come • Help us Celebrate

**I**N an effort to express our gratitude to the motoring public for the wonderful support given us during the last several years, we will throw open for your inspection all departments of our new Oakland main store, Northern California warehouse, and district offices.

So marked have been the changes and so complete the re-modeling of this building, that you will hardly recognize it as the former Don Lee headquarters. With about 45,000 sq. ft. of floor space, our new building has been especially designed for the handling of Auto Supplies, Tires, and Camp Goods. Everything was planned with you in mind—your comfort and convenience were constantly before us.

Not only can you inspect the extensive displays on the sales floor, but you can see the vast quantities of stock carried on the other floors. You can view the Shipping Department, where we pack and forward goods to supply about twenty-five of our stores in this district.

#### "Drive-In" Service

Auto Supplies, to give satisfactory service, must be properly installed. In this building, we have our own service shop for installation work. Many articles are installed free. For others, there is a slight labor charge.

Come any time of the day. A trip through this building and the entertainment we have arranged will be a treat that will be well worth your while.

A few short years ago, Western Auto Supply Company opened its first store on the Pacific Coast. From this humble beginning has grown the largest organization of its kind in the world, operating more than 125 stores. To the motorists of the west, we give credit for this rapid growth. They were quick to realize the many advantages of buying at "Western Auto". They were quick to sense the security of doing business with a store that guarantees satisfaction. They were quick to appreciate the savings which "Western Auto" offered them. They knew that "Western Auto" carries a complete stock of dependable Accessories, Supplies and Parts. They learned to look upon the "Western Auto" salesmen and managers as their friends—men that they could trust—men always ready and happy to serve in the full meaning of our slogan—"Saving and Service, with a Smile".

Last year, the motorists confidence in us was further expressed by the five million individual sales, totalling about ten million dollars made in "Western Auto" stores. This confidence is our most valuable possession. We cherish it. We guard it. Every employee appreciates its value. We shall never betray it. With the opening of this new building, we wish to renew our pledge of service to the motoring public. It shall continue to be our duty to endorse Accessories and Supplies that will make motoring safer, more comfortable, more enjoyable and more economical. We promise you that our methods will, at all times, be beyond reproach; that the quality of our goods will be the best the markets afford; that our policy of making adjustments and taking care of complaints of any nature will be mutually equitable.

#### FREE

To encourage thrift among children, we will give away to children accompanied by adults, between 4 and 6 p. m., on June 23rd, four hundred "Saving Sam" banks made of plaster paris and finished in gold bronze. "Saving Sam" was created in 1918 to symbolize the policy of our company—"Saving and Service with a Smile". Today he is one of the most popular and best known trade characters in the west. He means a lot to the motorists—he will mean as much to the children.



More Than 125 Stores—All Over the West

# Western Auto Supply Co.

24th and Broadway

#### FREE

To all adults who attend our Formal Opening, June 23rd, we will present with our compliments a neat key container. No more loose keys in almost every pocket—no more searching for the "right key"—no more dangling and jangling bunches of keys to wear holes in the clothing. Come on the opening day and receive your key container. We have ten thousand for free distribution.

